



August 1, 2016

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA 90012

Subject: East Hollywood BID 2nd Quarter Report

Dear Ms. Wolcott:

Attached please find the quarterly report for the East Hollywood BID for the 2nd Quarter of 2016. Below, I have included a table with the information about expenditures for the BID in the 2nd Quarter, and a copy of the June financial statement. A copy of our quarterly newsletter has been sent out under separate cover.

Activities for the 2nd quarter included regularly scheduled monthly meetings of the Board of Governors in April, May and June. The EHBID continued planning efforts for the grant awarded during the 2009 Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID. The BID has also continued its efforts to improve the street-scape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID has assumed responsibility for the watering and general upkeep of over 70 trees along Vermont Avenue as well as maintenance of the Vermont Triangle at the intersections of Hollywood Blvd., Prospect St. and Vermont Ave.

A report on specific budget line expenditures follows:

Budget Line Item #1 – Streetscape

Expenditures of \$8,660 were made in this category to HBT/LA for the BID's regular streetscape services including tree care and pruning for the months of February and March.



Budget Line Item #2 - Maintenance

The cleaning/beautification contract with HBT calls for maintenance services within the BID including trash removal, sidewalk cleaning, and overall maintenance of the Vermont Triangle. Due to late billings from our contractor, expenditures of \$14,554.56 were made in this category for streetscape services for the months of February and March. Additionally the BID purchased trash cans for use within the BID in the amount of \$1,483.22.

Budget Line Item #3 – Administration and Advocacy

The administrative services contract with the Hollywood Chamber of Commerce calls for \$6250 in quarterly fees for administration of the BID, payments were made to the Chamber for the 2nd Quarter of 2016. A payment of \$3200 was made to GTL for performance of the BID's 2015 annual review. \$6,697 were paid in annual recovery costs to the City of Los Angeles. A total of \$16,147.33 was expended in this category for the 2nd Quarter.

Budget Line Item #4 – Marketing and Promotion

During the 2nd Quarter the EHBID sponsored the Hollywood Chamber of Commerce Economic Development Summit for \$500.00. Additionally \$236.00 was spent on the EHBID website and logo design. A total of \$736.20 was expended in this category.

Budget Line Item #5 – Contingency

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,

A handwritten signature in black ink, appearing to read "Nicole Shahanian", with a long horizontal flourish extending to the right.

Nicole Shahanian
Executive Director
East Hollywood Business Improvement District

Revenue	FY 2016	Committed Funds	1st Quarter	2nd Quarter	3rd Quarter	4th quarter	Year to Date
Parcel Assessments	\$223,244.00						
Carry Over	\$79,000.00						
Total Funding	\$302,244						
Expenditures							
Streetscape/Landscape (43.3%)	\$130,790		\$8,382	\$8,660			\$17,042
Maintenance (33.1%)	\$100,015		\$20,601	\$16,038			\$36,639
Adminstration and Advocacy (13.3%)	\$40,185		\$13,102	\$16,147			\$29,249
Marketing (8.1%)	\$24,557		\$0	\$736			\$736
Contingency (2.2%)	\$6,698		\$0	\$0	\$0	\$0	\$0
Total	\$302,245	\$0	\$42,085	\$41,581	\$0	\$0	\$83,666
2016 Committed Funds							
* Streetscape: Includes \$48,000 in carryover funds from 2015							
* Maintenance: \$31,000 in carryover funds from 2015							